

## A Stitch In Time Quilt Shoppe

Monica Campbell opened A Stitch In Time in 1992 and is in the business of selling quilt-making supplies to La Crosse and the surrounding areas. Key to her business has been customer service along with classes and exclusive fabric lines unavailable to the chain stores.



Monica started out by enrolling in a quilting class in 1990, which led her to attending a convention about quilt markets. At this convention, she listened, asked questions, and learned all she could about the quilting industry. After this convention, Monica's dream of owning her own quilt shop became a reality. Monica worked successfully with a bank and obtained an SBA loan to start up her business.

Monica lived in Wisconsin Rapids and, after canvassing different areas and doing her homework on competition, she chose to open her business in La Crosse. La Crosse also happened to be her hometown. Monica chose to house A Stitch In Time in a building built in 1880 that she had to renovate. She restored the building and, upon completion, it was included in the National Historic Register.



In 1997, SBA was again able to assist Monica in expanding her business to become a dealer for Bernina Sewing Machines and expand the products and services A Stitch In Time provides. These include quilting fabrics and supplies, specialty fabrics, instruction in sewing, deluxe sewing machines and sergers and sewing machine service and repair.

A Stitch in Time has grown since inception and in 2003, Monica was running out of space at her current location and again,

SBA was able to assist her in relocating the business. A Stitch In Time is now located at 1258 County Highway PH in Onalaska, Wisconsin and is "where heirlooms begin".

Monica has followed her dream to success and keeps on growing. These are the qualities unique to the entrepreneur personality and it is apparent that Monica truly loves what she does and SBA is proud to have been assistance in her success.

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